MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 3, 2016/2017**

## BEL1814 – E-Commerce

( All sections / Groups )

30 MAY 2017
9.00 a.m. – 11.00 a.m.
( 2 Hours )

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**INSTRUCTIONS TO STUDENTS**

1. This question paper consists of 2 pages with 4 Questions only.
2. Answer **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

## QUESTION 1

a. What is e-commerce ? (5 Marks)

b. Explain 4 example on how has e-commerce changed the human life.

(16 Marks)

c. How does e-commerce differ from e-business ? (4 Marks)

## QUESTION 2

a. Define the system development life cycle for an e-commerce website. (8 Marks)

b. True or False for the following statement.

i. Search engine is an example of Web Server Services. (2 Marks)

ii. On-site blog is used to engaged with the customers by conversation.

(2 Marks)

iii. The cost of build-up maybe high if the e-commerce website is developed by outsourcing company. (2 Marks)

iv. The information requirement for a digital catalogue is dynamic audio with graphics. (2 Marks)

v. Bandwidth limitation is consider as the limitation of the current internet.

(2 Marks)

vi. WIFI is able to provide the internet connection within 30 feet range.

(2 Marks)

c. State 5 example of application server that available in a C2C e-commerce website

(5 Marks)

**Continued ...**

## QUESTION 3

Discuss 5 reasons why it is quite safe to buy online from well-known companies like Zalora.com and Ebay.com. Your answer should include the various security measures taken by the companies and also, highlight the securities provided by the common payment methods. (25 marks)

## QUESTION 4

New technologies are often disrupting existing businesses but existing companies often ignore disruptive technologies until it is too late. An example could be online hypermarket shopping mall site such as Tesco.com against current face-to-face hypermarket like Giant Malaysia.

a. Explain 2 tendencies with explanation for existing businesses to ignore disruptive technology.

(10 marks)

b. Discuss at least 3 strategies that Giant Malaysia could adopt to counter these disruptive technologies. (15 marks)

**End of Paper**